

# Introducing TouchBASE—the personal contacts database™

TouchBASE is a database to keep track of personal and business contacts. Because it's a desk accessory, it's handy all the time—no matter what application you're using.

**TouchBASE.Data**

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 Company After Hours Software  
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 Notes Sat, Dec 1, 1990 - 9:39 AM: spoke to him about packaging.

Buttons: Find, New, Record 2 of 2, Cancel, Save

Detail view

Entering contacts is a snap. TouchBASE will automatically capitalize words and format phone numbers. You can customize TouchBASE's fields to store special information that you need. You can look at your contacts in the List view or the Detail view. TouchBASE has "auto-scrolling" for hands-free browsing of your data. TouchBASE will even dial the phone for you.

TouchBASE enables you to search through your records in a variety of ways. For example, you can search through a single field or combination of fields. You can do "Starts with," "Exact match," or "Contains" searches—"And" and "Or" searches too.

**TouchBASE.Data**

by User Check 2...  
 by Press...  
 by Applelink...  
 by AOL...  
 by CIS...  
 by Zip Code...  
 by State...  
 by City...  
 by Company...  
 by First Name...  
 by Last Name...  
 Unmarked Records  
 Marked Records

| Name            | Phone 1        | Phone 2 |
|-----------------|----------------|---------|
| role McLendon   | (415) 526-8801 |         |
| ssell Brown     | (415) 961-4400 |         |
| hn Warnock      | (415) 961-4400 |         |
| rk Barron       | (303) 442-4840 |         |
| nathan Kahn     | (408) 685-9175 |         |
| ul Brainerd     | (206) 622-5500 |         |
| arles Cooper II | (206) 622-5500 |         |
| aig Danuloff    | (206) 343-3212 |         |
| ay Kyern        | (206) 628-6596 |         |
| bert Denny      | (818) 792-9474 |         |
| ffrey Barbose   | (412) 359-3248 |         |
| tt Brzeski      | (414) 382-3020 |         |
| Davis           | (713) 353-4090 |         |

Buttons: Find, New, 727 records of 727, Modify

List view (shown with search pop-up menu)

Printing is one of TouchBASE's most powerful features. You can print envelopes, labels, address book, fax cover sheets, and listing reports. To make printing easy, we've included the standard Avery and Denison label forms.

**Select Item to Print...**

Envelopes Labels Detailed Forms Listing Fax Covers

☒ All Records in List  
☐ Highlighted Records Only

Buttons: Cancel, OK

Printing options

Using TouchBASE with other programs is a snap too. You can import existing data from products like HyperCard, Microsoft Works, FileMaker, and Excel as well as most other Macintosh programs. You can export TouchBASE data to create personalized letters. To make this even easier, we've included MacWrite, Word, and WriteNow mail-merge templates.

**Print Detail View/Address Book...**

☐ Detail View  
☒ Address Book

☐ Break Pages by Letter

Buttons: Cancel, Print

Detail and address book printing

**Envelope Editor...**

Envelope Justification: ☐ Left ☐ Center ☒ Right

Orientation: ☐ Landscape ☒ Portrait

Height: 4.125 Width: 9.5

☒ Return Address  
☒ Barcode

Buttons: Print..., Cancel, Save

Envelope editor

On top of all of this, TouchBASE is a multi-user product so you can either share a database with others on a network or you can use it all by yourself. All in all, TouchBASE is the Macintosh Way to touch base with your contacts.

**Print Labels...**

First Label Position

Label Template:  
 Avery 5160/5260  
 Avery 5161/5261  
 Avery 5162/5262  
 Avery 5163  
 Avery 5164  
 Avery 4145/4010/4600

Buttons: Modify..., New..., Prefs..., Delete...

Font: Goudy Old St  
 Size: 9

Label Type:  
☒ Mailing  
☐ Return Address

Buttons: Cancel, Print

Label templates

## System Requirements:

- Macintosh Plus or Classic and above
- External floppy drive; hard disk highly recommended
- System 6.0.5 or higher
- AppleShare or AFP-compatible fileserver for multi-user access



AFTER  
HOURS  
SOFTWARE

# An open letter from Guy Kawasaki

Dear Friend:

Once every year or two, you see a piece of Macintosh software that puts it all together: functionality, performance, and ease of use. If you're lucky, it's also affordable. I'm writing to tell you about such a product. It's called **TouchBASE**, and a company named **After Hours Software** publishes it.

TouchBASE is a desk-accessory database for managing personal and business contacts. I use it to look up phone numbers, print labels, and print envelopes. The suggested retail price of TouchBASE is \$125. Dollar for dollar, it is the most functional piece of Macintosh software that I've ever seen. Here is a summary of its key features:

- Prints labels, envelopes, address books, fax covers, and reports
- Searches by a single field, across multiple fields, and for marked records
- Formats ZIP codes and telephone numbers and capitalizes words automatically
- Provides five user-definable fields and two user-definable check boxes
- Copies an entire name and address for one-pass pasting into other applications
- Dials the telephone via the modem or printer port or Macintosh speaker
- Duplicates records for repetitive data entry
- Enables users to mark records for ad-hoc lists
- Imports and exports data with standard and user-definable delimiters
- Scrolls automatically for hands-free browsing through records
- Enables users to define a personal tab-order sequence
- Provides multi-user access over a network to share information

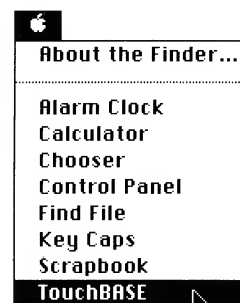
I've known the people at After Hours for over three years, so I can enthusiastically recommend both the company and the product. In fact, I like the product so much that I've personally invested in it.

If you have any questions about TouchBASE, you can reach me via phone (415-326-2393), fax (415-326-2398), CompuServe (76703,3031), AppleLink (Kawasaki2), or America Online (MacWay).

Thank you very much.



Guy Kawasaki  
author of *The Macintosh Way*



**"Dollar for dollar,  
TouchBASE is  
the most  
functional piece  
of Macintosh  
software that  
I've ever seen."**

## Introductory Offer!

Order your copy of TouchBASE before February 1, 1991 and pay only \$59.95—that's more than 50% off the suggested retail price of \$125. California residents please add local sales tax.

Return this coupon with payment or credit card information to:

After Hours Software  
5636 Van Nuys Blvd. Suite B  
Van Nuys, CA 91401  
818-780-2220  
818-780-2666 Fax

Name

Company

Street Address

City

State

Zip

VISA or MasterCard Number

Expiration Date